

Individual Job Rating Sheet

Position Title:	International Student Marketing Assistant International Marketing and Recruitment Assistant International Student Marketing Assistant (China)
Position #:	INED74/79/84
Division/Department:	International Education
Reports to:	Director, International Education
Positions Supervised:	None
Current Review Date:	Oct 2., 2012 (revised March 12, 2013, updated July 22, 2015 to include two posns)
Current Classification:	20
Proposed Classification:	21
Employee Group:	CUPE, Local 15 - VMECW
Prepared by:	Wendy Ly

Factors	Recommended Grade	Comparators	Points
<p>1. Knowledge</p> <p><i>Two year community college graduation OR Grade 12 plus additional specialized training of over 2 years and up to 3 years.</i></p> <p>Two-year diploma in business administration, majoring in marketing. Position requires foundational knowledge of marketing management, business administration, and office skills. Specialized courses such as International Marketing and professional sales are generally offered in upper levels in a diploma program.</p> <p>Douglas College Marketing Management Diploma http://www.douglas.bc.ca/calendar/programs/pmark.html#mmd</p> <p>BCIT Marketing Management Diploma (Professional Sales Option) http://www.bcit.ca/study/programs/630vdipl#courses</p> <p>BCIT Marketing Management Certificate (Communications Option) http://www.bcit.ca/study/programs/630dmcert#courses</p> <p>Recent certificate programs in marketing management provide sufficient theoretical knowledge to perform most duties. Given current application of the JE Plan, Degree 5 is appropriate for the current offerings by educational institutions. Based on historical precedent, the rater will keep with status quo (i.e., Degree 7). However, the rating is not to be used for comparison purposes.</p>	7* [weak]	>Program Assistant, INED83	46.5
<p>2. Experience</p> <p><i>Sound: over 1 year to 2 years.</i></p> <p>Two years of recent related experience working in international student recruitment, in a post-secondary institution.</p> <p>0-1 year for junior breadth and scope of office/administrative support. One annual business cycle to apply office skills.</p> <p>1-2 year to increase exposure to office environment and to obtain and apply</p>	6	=Program Assistant, INED83	26.5

Factors	Recommended Grade	Comparators	Points
knowledge of various support functions (e.g. financial, operational, HR, marketing, etc).			
<p>3. Judgement</p> <p><i>Moderate complexity: standardized or similar activities that require the application and interpretation of established methods or procedures; work may involve a choice of methods.</i></p> <p>In applying the breadth of activities as a function of knowledge, one discipline such as business management (marketing), can reasonably provide sufficient skills and knowledge to perform most duties. In applying the depth of the position, three tests are applied:</p> <p>Complexity: duties range from routine to moderately complex tasks.</p> <p>Job Activities: providing information and resources to prospective international students for the objective of student recruitment, developing and maintaining agent relationships, and providing general support to the Department.</p> <p>Degree of problem solving: resolving complications between different international students' requests and concerns; coordinating joint communication between various departments and groups; facilitating agent relationships within general guidelines.</p> <p>Incumbent applies College and Departmental policies, guidelines, and practices but is not expected to adapt methods or develop new solutions requiring heightened analysis.</p>	3	=Program Assistant, INED83	7.5
<p>4. Initiative</p> <p><i>Exercises considerable independence of action and judgement in day-to-day duties but difficult or unusual problems are referred to a superior. Job content requires regular exercise of initiative or ingenuity within defined guidelines.</i></p> <p>Position independently performs day-to-day work as requested by Director, Managers, or clients. The incumbent has independence in decision making within procedural guidelines to facilitate international students' resources and liaisons with student recruitment agencies. While this position has initiative to propose agent development to the Director/Managers, the decision to explore agent relationships or agreements is under the purview of the Director.</p> <p>The incumbent may exercise latitude in decision making in instances where:</p> <ul style="list-style-type: none"> • guidelines are absent or unclear. • Specialized attention with individual recruitment agents as not all business relationships require the same level of support and services. • Marketing support may be under the purview of another unit or position. <p>Work is checked for overall completion but not scrutinized for accuracy.</p>	3	=Program Assistant, INED83	7.5
<p>5. Mental Effort</p> <p><i>Continuous periods of short duration OR frequent periods of intermediate duration OR occasional periods of long duration.</i></p> <p>Continuous x short (up to 1 hr) = responding to students and agent liaisons.</p> <p>Frequent x intermediate (1-2 hr) = providing information in sessions to prospective students or agents; coordinating communication with potential international students. Making oral presentations.</p> <p>Occasional x long (>2 hrs) = compiling and researching information for marketing plan materials. Promoting to local or overseas agents.</p>	3	=Program Assistant, INED83	15.0
<p>6. Physical Effort</p> <p><i>Light activity of long duration OR medium activity of intermediate duration OR heavy activity of short duration.</i></p> <p>Light (sitting, normal visual demands) x long (> 2 hours). Extensive sitting and typing on a computer.</p>	3	=Program Assistant, INED83	7.5
7. Dexterity			

Rating – International Student Marketing Assistant

POSN # INED74/79/84

Page 3 of 4

Factors	Recommended Grade	Comparators	Points
<p><i>Employee is required to perform tasks that demand the accurate coordination of fine movements, where speed is secondary consideration. This includes the daily but intermittent use of small hand instruments or tools and office equipment.</i></p> <p>Keyboarding - Speed is a secondary consideration to accuracy.</p>	4	=Program Assistant, INED83	10.0
<p>8. Accountability</p> <p><i>Actions could result in significant loss of time, resources, OR cause some embarrassment within the department or organization.</i></p> <p><i>Technical errors (e.g. wrong info, typo, etc) in provision of information to students may cause some time to correct, embarrassment to the College, and general inconvenience for prospective students. However, errors are easily correctable, short term, and non precedent setting. Departments outside of the International Education may be affected by the incorrect information on which the student relied upon.</i></p> <p>High revenue implications if the jobholder exercises poor judgment in responding/resolving agents' queries and requests outside of prescribed guidelines or exhibited poor customer service. Damaged agency relationships may take weeks or years for reinstatement and may require the involvement of the Director to recover damaged reputation.</p> <p>Poor coordination and departmental support of marketing and student recruitment activities may affect the success of the Marketing personnel meeting with prospective students, agents, or business clients. High revenue implication, although it is difficult to estimate the lost opportunity cost and the direct linkages to this position's error.</p> <p>A primary responsibility of this role is to provide information and resources to prospective students or agents with the objective of student recruitment.</p>	3	=Program Assistant, INED83	15.0
<p>9. Safety of Others</p> <p><i>Work involves few, if any, duties that if incorrectly performed could present a safety risk to others.</i></p> <p>Little degree of care required to prevent injury or harm to others.</p>	1	=Program Assistant, INED83	4.0
<p>10. Supervision of Others</p> <p><i>Supervisory responsibility is not normally part of the job requirement, but there may be a requirement to show others how to perform tasks or duties.</i></p> <p>None, but may show others how to perform tasks/duties.</p>	1	=Program Assistant, INED83	3.0
<p>11. Contacts</p> <p><i>Tact and discretion required to deal with or settle requests, complaints or clarification of information.</i></p> <p>Job holder provides clarification of policies and procedures to international students and agents, some of whom may be requesting/demanding exemptions from standard protocol. Incumbent must understand the motives of others and coordinate the communications of others, to increase the opportunities for student enrolment. Provides clarification of information to students and/or agents wishing for special accommodations, while working within the College's general student recruitment protocol, guidelines, and policies.</p> <p>Position assists with creation of marketing and departmental material for specialized recruitment activities. May represent the College at student recruitment fairs and agent visits and must be able to settle complaints. May relay unpleasant information to others; must be aware of, and understand the feelings and motives of others.</p>	4	=Program Assistant, INED83	16.0
<p>12. Disagreeable Conditions</p> <p><i>Minor conditions with occasional exposure OR major conditions with little exposure.</i></p>	2	=Program	10.0

Rating – International Student Marketing Assistant

POSN # INED74/79/84

Page 4 of 4

Factors	Recommended Grade	Comparators	Points
Public service duties; responding to distraught international students and/or agents who may exhibit abusive behaviour. Major (overseas travel, if required) x little (averaged throughout the year)		Assistant, INED83	
Total Points = Point Band = 164.0 – 172.0			168.5
Grade			21

Factor Weight Chart	1	2	3	4	5	6	7	8	9
Knowledge	7.5	14	20.5	27.0	33.5	40	46.5	53.0	60.0
Experience	4.0	8.5	13.0	17.5	22.0	26.5	31.0	35.5	40.0
Judgement	2.5	5.0	7.5	10.0	12.5				
Initiative	2.5	5.0	7.5	10.0	12.5				
Mental Effort	5.0	10.0	15.0	20.0	25.0				
Physical Effort	2.5	5.0	7.5	10.0	12.5				
Dexterity	2.5	5.0	7.5	10.0	12.5				
Accountability	5.0	10.0	15.0	20.0	25.0				
Safety of Others	4.0	8.0	12.0	16.0					
Supervision of Others	3.0	5.0	7.0	9.0	11.5	14.0			
Contacts	4.0	8.0	12.0	16.0	20.0				
Disagreeable Conditions	5.0	10.0	15.0	20.0	25.0				